

ANALYZING METHODS FOR ASSESSING CORPORATE CULTURE

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The evaluation of corporate culture is a multifaceted and dynamic process that plays a critical role in understanding the internal environment of an organization. It encompasses a variety of methodologies that aim to measure, analyze, and interpret the shared values, behaviors, and practices that define a company's identity. These methods are generally divided into qualitative and quantitative approaches, each offering distinct perspectives and insights. The selection of an appropriate method depends on the specific objectives of the assessment, the unique characteristics of the organization, and the resources available.

Qualitative methods focus on exploring the perceptions, beliefs, and experiences of employees and leaders within the company. Surveys and questionnaires provide a structured way to gather data on cultural components such as leadership styles, communication efficiency, and employee engagement. Interviews and focus groups allow for deeper exploration into personal narratives and attitudes, offering valuable context that may not be captured through standard metrics. Observational techniques, such as direct participation or ethnographic observation, further enrich the understanding of informal behaviors and rituals that shape everyday interactions.

Quantitative approaches offer a more data-driven perspective. Cultural audits use predetermined indicators to evaluate the alignment between current and desired cultural states, integrating both numerical data and subjective feedback. Metrics such as employee turnover, retention rates, and productivity statistics can reflect the health of the corporate culture by highlighting levels of satisfaction and cohesion. However, these figures must be interpreted carefully, as they can be influenced by external factors unrelated to culture.

Integrated methods provide a comprehensive view by combining both qualitative and quantitative tools. The 360-degree feedback system, for example, collects input from multiple organizational levels to assess how individual behaviors align with cultural expectations. Cultural benchmarking compares an organization's culture against that of peers or industry leaders, identifying best practices and areas for development. These methods help organizations see both internal alignment and external positioning.

In addition to general assessment methods, several structured frameworks have been developed to systematically evaluate organizational culture. The Competing Values Framework classifies cultures into clan, adhocracy, market, and hierarchy types based on dimensions of control and flexibility. Denison's Organizational Culture Survey emphasizes traits such as involvement, consistency, adaptability, and mission. Hofstede's cultural dimensions model enables comparisons across national and organizational boundaries. Other tools, such as the Organizational Culture Inventory, the Cultural Web, and value-based leadership assessments, offer targeted analyses focused on behaviors, symbols, power structures, and leadership alignment.